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62,41

Kellogg's

1949

Pools O' Beauty

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U.S. Department of Agriculture

How To
Have A Pool
and
How To
Grow
Lilies, Fish

Price
50c



Pink Sensation

The Pink Water Lily of Tomorrow. Has everything; uniform rich color throughout; extremely free blooming; fragrant; remains open two or three hours longer than other Hardy Water Lilies, from early morning until about 6 P.M. Usually three or four blooms at a time throughout the summer. A giant root, \$4.00.

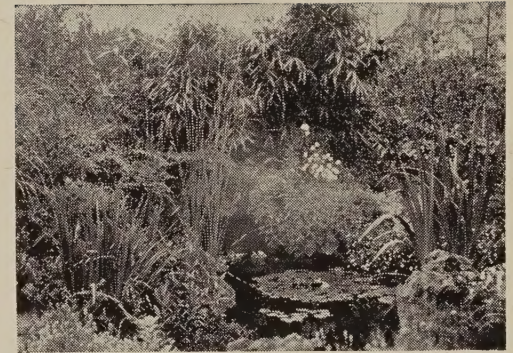
Three Rivers,
Michigan

Let's Have a Pool

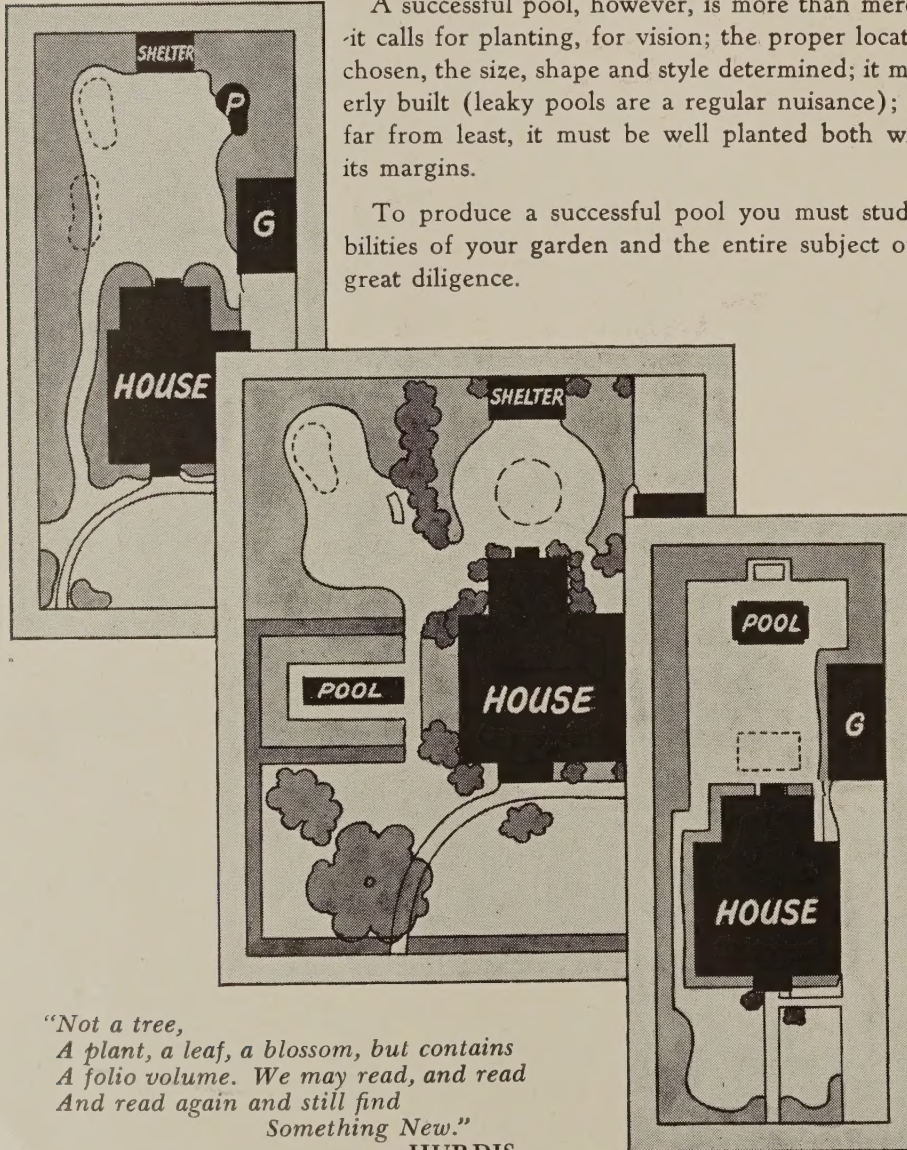
A lily pool is probably the dream and ambition of more gardeners than any other horticultural attainment. Blooming exquisitely in the sunlight, mysteriously alluring at eventide or shimmering in the moonlight, the pool is the utmost in garden loveliness.

A successful pool, however, is more than merely a dream, it calls for planting, for vision; the proper location must be chosen, the size, shape and style determined; it must be properly built (leaky pools are a regular nuisance); and last but not far from least, it must be well planted both within and at its margins.

To produce a successful pool you must study the possibilities of your garden and the entire subject of pools with great diligence.

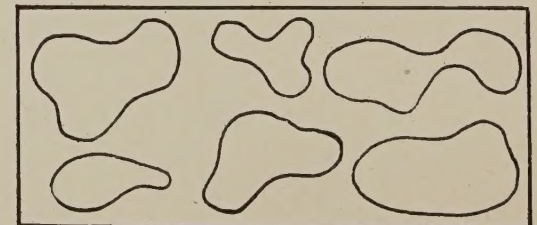


This pool is small, located at the side of the house on a forty-foot lot but in naturalness and charm, it's delightful. The tall screen background and margin planting make it a delight to its lucky owners. You may have one just as fine.



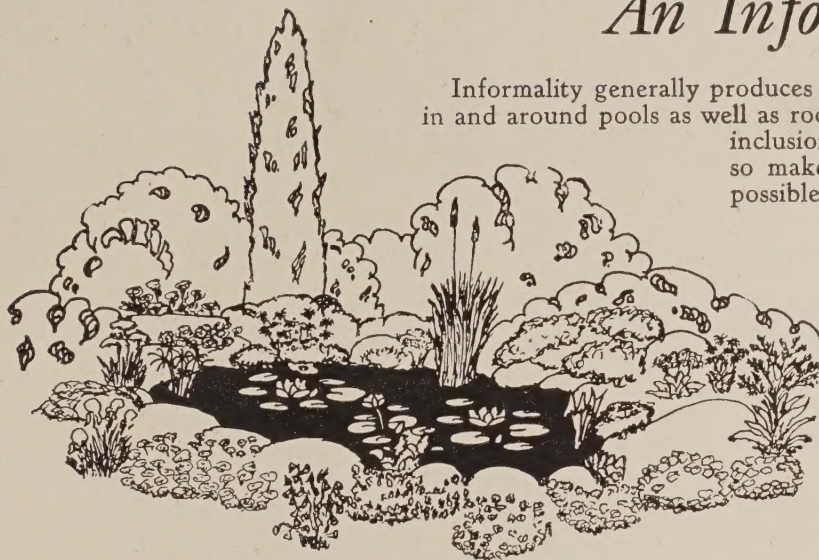
The three little landscape plans outlined here show pools located in preferred positions and, by dotted outlines, additional locations which would also be desirable. It is suggested that you study them in the light of your own layout. Try to imagine the location, style, size and surroundings of the ideal pool for your garden. Draw it out on paper, stake it out in the garden, plan it out well in advance of the time to start making it and as you study you'll come closer to getting the ideal pool for the garden.

Informal pools may be made in many different shapes. If you wish to enjoy a variety of lilies and pool aquatics, keep it broad rather than narrow but for margin plantings the narrower types will do.



*"Not a tree,
A plant, a leaf, a blossom, but contains
A folio volume. We may read, and read
And read again and still find
Something New."
—HURDIS.*

An Informal Water Garden



Informality generally produces the most satisfying effects in the water garden. All plants used in and around pools as well as rocks in their natural state are quite informal. So in planning the inclusion of a pool in your garden, the greatest care should be used to so make it that naturalness will be a predominating factor. Select, if possible, a low spot, never an elevation higher than the surrounding landscape. This may not always seem easy but a simple job of grading usually solves the problem. Avoid all artificiality in and around an informal pool. Though most pools are made of cement, none should be seen when complete and planted. Keep water surface lower by several inches than adjacent ground. See cross-section sketches on pages 14 and 15 for suggestions on masking the margins with rocks and soil. Shrubby and margin plantings are vital to the success of all informal pools.

"Food and raiment are for the body, but flowers!
Flowers are for both body and soul —
Without flowers my body could live, but I know my
soul would starve."

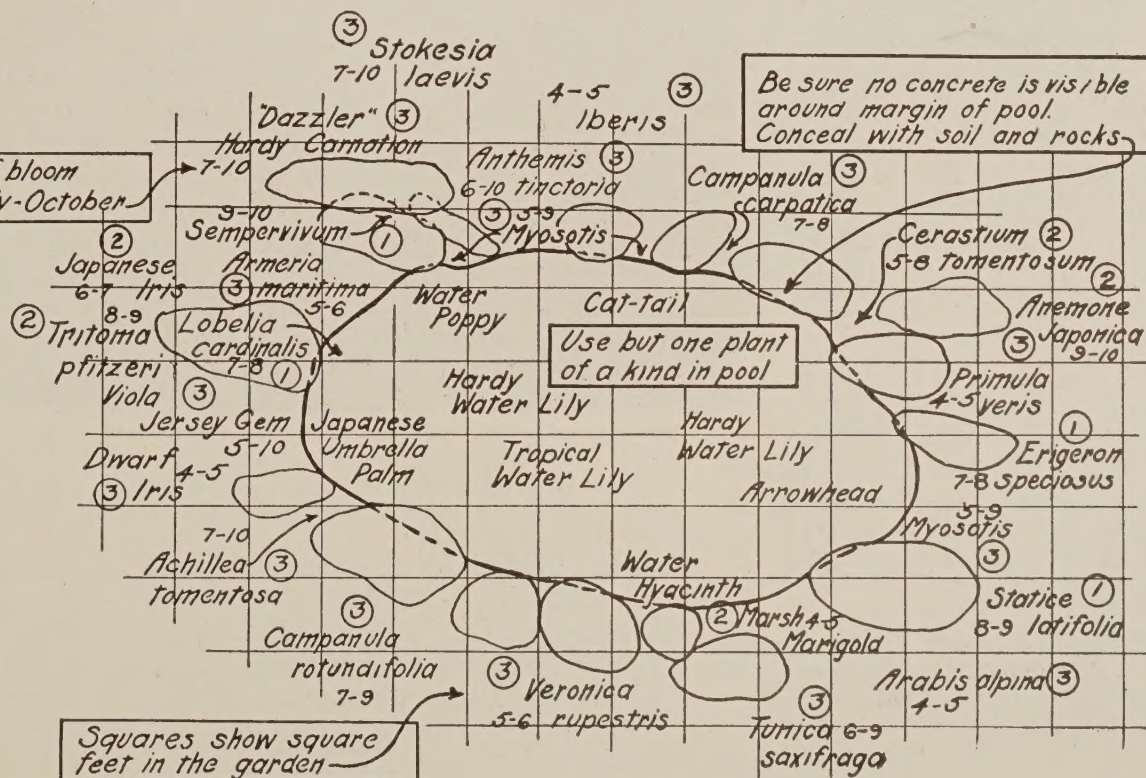
—WILL SNYDER.



Substitution List

You may not care for the flowers listed, and many are hard to get. We suggest these substitutes:

Achillea Tomentosa — 3 Yellow Violas.
Anthemis Tinctoria — 6 Yellow Violas
Arabis Alpina — 3 White Violas
Campanula Carpatia — 6 Blue Violas
Campanula Rotundifolia — 3 Violets Prince of Wales
Cerastium Tomentosum — 2 Spurge
Dwarf Iris — Plant in fall
Erigeron Speciosus — 1 or 2 Blue Bonnet
Iberis — 3 for \$1.05
Jap Iris — 4 Blue Bonnet
Lobelia Cardinalis — Bog Plant, your choice
Mysotis — Pink Forget-Me-Not
Tritoma — 2 Day Lily Goldini
Tunica Saxifraga — 1 Hardy Verbena
Veronica Rupestris — 5 or 6 Primroses
Viola Jersey Gem — Blue Viola



3
of the
World's
Largest

\$7.50

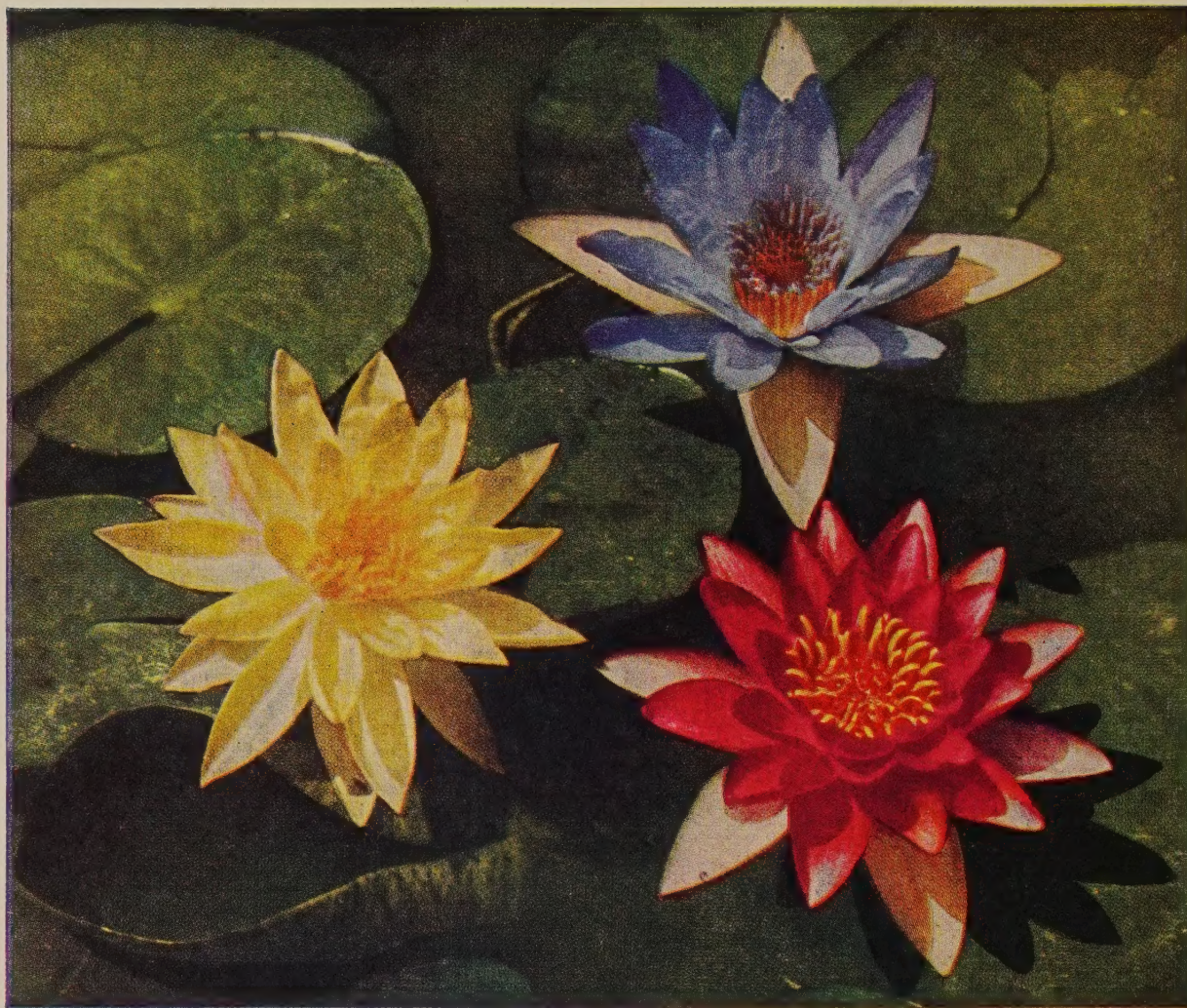
1 of each.
\$9.00 value
for \$7.50

SUNRISE: (Hardy Yellow)
Largest of the Hardy Water Lilies. It averages 8 to 10 inches across, and is truly a sensation. Visitors to the pools, seeing it for the first time, always go into ecstasies over it. Color is beautiful sulphur yellow. Petals, long and slender. Be sure to order Sunrise. (Note: By nature the first few leaves each spring are oddly curled.) Price, Giant root, \$3.25.

Order
of

Kellogg's

Three Rivers, Michigan



Queens of the Pool Trio

BLUE BEAUTY: (Tropical) A gorgeous deep blue. Often reaches nearly a foot across. Very free blooming. Highly fragrant. One of the greatest of all tropicals. A giant plant, \$2.75.

Index on page 10

ATTRACTION: (Hardy) Pictured above. The largest red water lily. Huge, rich mahogany red — deeper colored than any other red we list. Very free bloomer too. Rates as one of the world's greatest water lilies. Price, a giant root, \$3.00.



*All
Five
for
\$12.00*

JAMES BRYDON: (Hardy) A beautiful, deep, rose-red, the finest red of all. The only fragrant red: perfume of sweet apples. Exceptionally free bloomer. Broad, concave petals, cup-shaped flower, 5 inches across. Beautiful purple leaves. Ideal for either tub or small pool. A giant root, \$3.25.

Royal Quintet ~ Hardy Varieties

SOMPTUOSA: (Hardy) Rich strawberry pink, not flecked or spotted, as are some others, but clear and beautiful. Delicate, but noticeable fragrance. Exceptionally free blooming. Medium-sized flowers; 5 inches across. One of the first to bloom in the spring. Shown above, top Lily. Price, a giant root, \$2.75.

GOLDEN CUP: (Chromatella) (Hardy) One of the most profusely blooming of all Water Lilies; two or three blooms per plant daily throughout the summer quite usual. 6 to 8 blooms not at all uncommon. Recommended for any size pool, including tubs. Leaves beautifully mottled with purple. Price, a giant root, \$2.50.

PAUL HARIOT: (Hardy) One of the finest of all. Very unusual coloring: Apricot yellow first day, gradually changing to brilliant orange-pink by the third day. After first day, it closely resembles Talisman Rose in color. Very small leaf spread: especially suited for tubs or small pools. Very free flowering. Giant root, \$2.75.

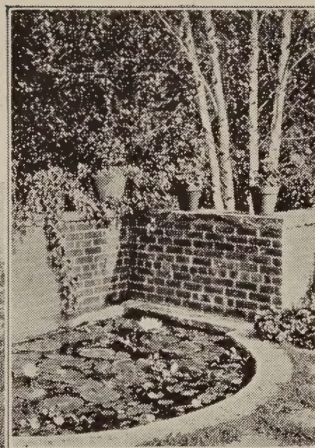
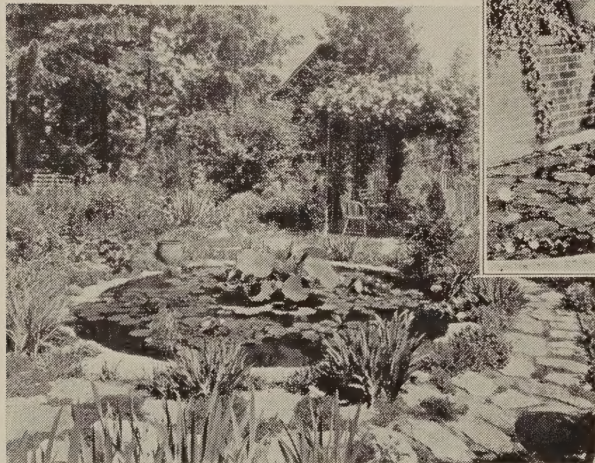
SNOWBALL: (Gonnere) (Hardy): A magnificent White which is just about "perfection" itself. Very double; resembles huge snowball. Actually has more petals than any other. Giant root, \$3.25.

Kellogg's

Three Rivers,
Michigan

Right — Aquatics blend delightfully with formal lines of pool.

Below — 'Twould be hard to imagine a more charming spot than this. The planting will be colorful the season through.



Pools in the Formal Manner

Formal pools are of many types. Sometimes they are placed in the open lawn, again we surround them with beds and gardens or one can locate them against a wall or terrace. In any case they should be upon one of the axes of the garden, lined up with a doorway, a principal window or with some feature in the garden such as pergola, gateway, or just a modest seat at the end of the path.

PLANTING THE FORMAL POOL

The number of plants used in a formal pool depends upon both its size and the taste of the owner. It may be practically filled with aquatics of various kinds leaving the water surface visible but here and there, or a more restrained planting may be made and the water left to show its sparkling surface more completely. If in an open piece of lawn, better plant sparingly, but if surrounded with flowers, more plants will not be out of place. Well planted and in a sunny location, lilies and most other aquatics are inclined to grow too vigorously. To keep them within bounds, you must continually keep pulling off leaves and thinning out the plants. It's not enough to do this once each season, it must be done every few weeks.

WINTER CARE

Well built, properly reinforced pools easily come through the winter by simply covering with boards and over them a foot and a half or two feet of straw, leaves or hay. This will prevent severe freezing. Hardy lilies and fish live over all right unless ice shuts off their air. Umbrella Palm, Calla, Taro and other tender aquatics must be wintered indoors.

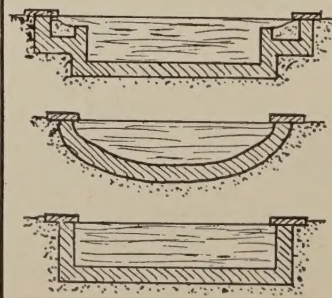
ARRANGING AQUATICS

Plants may be arranged either with the taller ones, like Lotus, in the center, Water Lilies around them and other kinds at the margins; or in pools viewed mostly from one side, the larger ones at the rear and the rest grouped in the center and at the margins. Good taste will aid you in this. Color combinations seem to just naturally take care of themselves as practically all aquatics go together well.

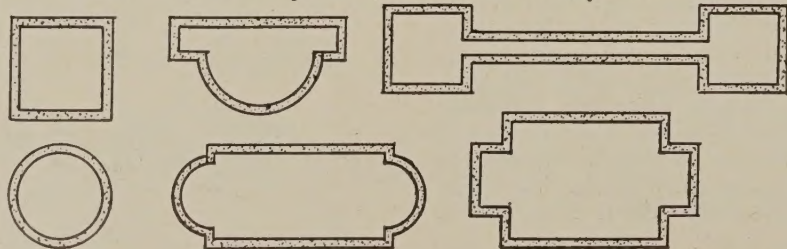
AQUATICS

Besides the Water Lilies, both hardy and tropical, try these aquatics — Water Poppy, Flowering Rush, Parrot Feather, Giant Arrowhead, Umbrella Palm, Lotus Lily, Water Hyacinth, Pickerel Rush, Water Calla, Water Iris. For moist margins, Marsh Marigold, Forget-Me-Not.

Cross-section sketches from many possible forms for formal pools

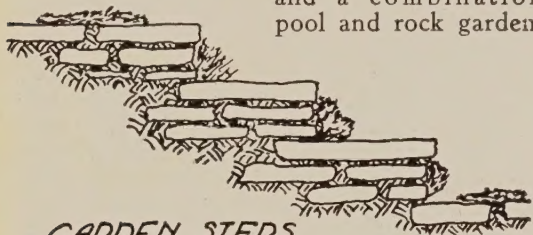


A few of the many shapes for formal pools



Pools and Rockeries

There are so many possibilities for beautifully combining pools and rock gardens, that we give you just a few hints here. At the right is shown a formal walk, and low wall planted with rock plants, and combined with a very small pool. The same varieties would be used for a pool of this size, as used in the tub garden on page 20. Below are shown the proper methods of planting walls, and a combination pool and rock garden.



GARDEN STEPS

Stone steps laid up in good soil with just enough cement here and there for stability



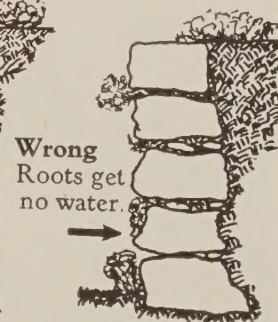
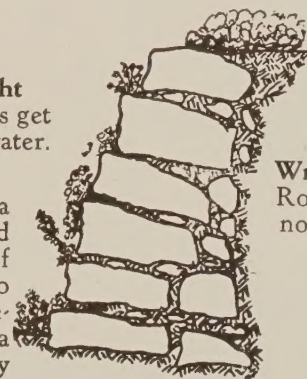
A tub can be used for the little pool above; that is, one of our regular tubs for pool use. However, a concrete pool would be more lasting.

Good Use for that Excavated Dirt

If your pool is made near the rear of your lot, here's a good way to dispose of the excavated dirt. Simply mound it up in back of the pool, as shown, plant a background of shrubs, imbed a few stones in the mound, and make it into an attractive rockery. Do not overload with stones. Remember you never see such atrocities in nature. Just a few stones artistically placed will make a good rockery back of your pool. Do not stand stones on edge. Copy Mother Nature, if you want an attractive rockery. Add the rich top dirt last. Don't bury it under the yellow sub-soil.



Right
Roots get water.



Wrong
Roots get no water.

Planted Walls

Dry walls with no cement; just laid up with soil between the rocks, easily become fine homes for rock plants. Study the sketches. Use good soil between and back of the wall. A rich, fibrous loam, well supplied with humus is fine. Plant as wall is built; or plant old walls by making cavities and filling with suitable soil.





*Divine
Duet
\$6.00*

This group of two Water Lilies includes the first patented Hardy Water Lily, Pearl of The Pool. (Plant Patent No. 666.) A most beautiful and unusual pink. You get one Pearl of The Pool and one Aflame for \$6.00.

PEARL OF THE POOL (Plant Patent No. 666) (The two Pink Lilies at top of picture) The first patented Hardy Water Lily. Originated by Perry D. Slocum, proprietor of the famous Slocum Water Gardens, which fills your order. Undoubtedly one of the two most beautiful Pink Water Lilies in the world; the other, Pink Sensation. Dozens of visitors to the Water Gardens pronounce it their favorite of all favorites. Flowers very large; borne freely. Wonderful! **A giant root, \$3.50.**

AFLAME (Escarboucle): The red lily above: The most brilliant of all red hardies, large. Very bright blood red. Very good bloomer; more star-shaped than most other reds. **Giant root, \$3.50.**

Order
of *Kellogg's*
Famous for Quality
Since 1869.
Three Rivers, Michigan



Four Sweet and Lovelies

\$9.50

All four of these are hardy varieties, and you get the usual giant, dairy-fertilized roots, that we supply. A beautiful combination of colors. Buy them in the group at only \$9.50 and save.

Lazy Man's Garden

Growing water plants comes very close to being the lazy man's ideal way of gardening. Once the plants are established in the pool and a full complement of animal life provided, there is little for the gardener to do except feed the fish and sit back and enjoy the bloom.

Courtesy Holland's Magazine

Kellogg's

Three Rivers,
Michigan

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GOLDEN CUP (Chromatella): (Hardy) One of the most profuse bloomers of all water lilies. Two or three blooms per plant daily throughout the summer is the usual case. Six or eight blooms at a time is not at all uncommon. We recommend this for any size pool, including tub gardens. Leaves are beautifully mottled with purple. A GIANT ROOT, \$2.50.

JAMES BRYDON: (Hardy) The finest red water lily of all. A beautiful deep rose red. The only fragrant red, having the perfume of sweet apples. An exceptionally free bloomer. Its broad, concave petals give the flower a distinct cup-shape. Size — 5 inches across. Beautiful purple leaves. Its small leaf spread makes it ideal for either tub or the small pool. Our first choice of all-around red. A GIANT ROOT, \$3.25.

ROSE AREY: The "sweetheart" of all water lilies! A magnificent deep salmon pink with beautiful rolled petals. The most fragrant hardy water lily. When planted in a large container and allowed to form a colony of several roots (requires 2 or 3 months), it is free flowering. A GIANT ROOT, \$2.50.

GLADSTONE: (Hardy) A huge pure white lily which averages even larger than Snowball. Wonderfully large, brilliant flowers 6 inches across. Strong grower, free bloomer. This variety is needed in every pool, and we strongly urge you to include it in your order. A GIANT ROOT, \$2.25.

All Four for Only \$9.50

Your Guaranty of Satisfaction

Our Water Lilies and other aquatic plants, are grown for you by one of the Nation's largest and most successful producers of these beautiful specialties. These are grown under expert care, and with an abundance of up-to-date equipment. In one location, three new greenhouses and three acres of display pools are in operation. In another, there are 25 additional ponds, making our producers of Water Lilies and Aquatics one of the largest in the world. Accordingly your order for Water Lilies and other Aquatic supplies will receive the most expert attention possible.

GIANT ROOTS: Our tropical Lilies are started with a special fertilizer. They have a tremendous root growth and are usually in bloom when they are shipped out. **Our Hardy Lilies and Lotus** are grown in soil containing 20 to 30 per cent rotted dairy fertilizer. This assures our customers of the largest possible roots. We feel absolutely certain that our roots are unsurpassed in size and quality.

HARDY ROOTS: All of our Hardy Water Lilies and Lotus pass the winters under the ice in our spring-fed ponds without special protection. Only strong and hardy roots can withstand such treatment.

WE GUARANTEE to send you large, blooming size, healthy roots and plants. If any plant fails to grow and we are notified by July 1st of this year, we will gladly replace, express collect. (Note: Lotus cannot be replaced after June 15th because of root growth.) Should replacement be desired, please give probable cause of failure in detail. We guarantee live delivery of goldfish and scavengers. If more than 1 or 2 fish are lost in shipping and we are notified within 10 days, we will gladly replace number lost, express collect. Please do not ask for replacements of just one or two fish as we always give a few extras with every order. **NOTE: We can replace goldfish only when a BAD ORDER REPORT from your local express office accompanies the request.**

COMPARE OUR PRICES with those of any other Water Lily concern. You will find our prices as low as the lowest, and much lower than those of many growers. You also secure a tremendous saving through our Gift Lilies and Special Collections.

\$5.00 ORDERS — With every order of \$5.00 (or more) we will include TWO SPECIAL water plants absolutely free.

ONE FREE LILY with every \$10.00 (or more) order, excepting collections. Your choice of the following: Gladstone, Marliac Flesh, or Pink Charm. **TWO FREE LILIES** with every \$15.00 (or more) order. Your choice of above and one of following: Somptuosa, Morning Glory, or Rose Arey. (No gift lilies with collections.)

OUR SPECIAL COLLECTIONS save you money and time in ordering. We have grouped together desirable Water Lilies, Lotus, and Bog Plants at greatly reduced prices. You are invited to save with these bargains.

WE SHIP VIA RAILWAY EXPRESS, charges collect. Experience teaches us that express is the safest and best way to ship all lilies, aquatics, goldfish and scavengers — **NO C.O.D.'s.** Send check or money order with order, please!

GIFT PLANTS WITH EVERY ORDER: To fully offset express charges, **WE GUARANTEE** to include enough extra aquatic plants with every order (except orders for tubs) to cover fully the cost of express. If for some reason we should fail, please notify us and we will make satisfactory adjustments. We will select our extra aquatics from those listed on page 24, except Double Arrowhead and Water Canna. In filling Goldfish and scavenger orders, we will include extra fish and scavengers.

ORDER EARLY: Very important! You will then be assured of the best of everything, besides helping us to avoid the rush. We will ship at proper planting time.

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WATER LILIES

(The letter H beside a Water Lily name indicates that it is hardy. The letter T indicates Tropical, and NT, indicates Night Blooming Tropicals.)

Aflame (H).....	8	Morning Glory	
Attraction (H)...	4	(H)	12
August Koch		Mrs. C. W.	
(T)	17	Ward (T)	17
Aurora (H) 18, 20		Mrs. Edwards	
Blue Beauty		Whitaker (T) 17	
(T)	4, 17	Mrs. Geo. C.	
Comanche (H)....	12	Hitchcock	
Dir. Geo. T.		(NT)	18
Moore (T)	17	Mrs. Geo. H.	
Emily Hutch-		Pring (T)	18
ings (NT).....	18	Pamela (T).....	32
Gen.		Panama	
Pershing (T)....	17	Pacific (T)	17
Gladstone		Paul Harriot (H) 5	
Gladstone (H)...	9	Pink Charm (H) 18	
Gloriosa (H).....	12	Pink Opal (H)....	18
Golden Cup		Pink Sensa-	
(H)	5, 9, 12	tion (H).....	1
H. C. Haar-		Pearl of Pool (H) 8	
stick (NT)	18	Rose Arey	
James Brydon		(H)	9, 12
(H)	5, 9	Snowball (H)....	5
King of Blues		Somptuosa (H)...	5
(T)	32	Sunrise (H).....	4
Marliac Flesh		Tuberosa	
(H)	18	Richardsoni	
Missouri (NT)...	18	(H)	18

Order
of

Kellogg's

Three Rivers,
Michigan

Grow Our Dairy Fertilized Lilies



Planting Somptuosa Lilies

Generally only small and medium sized roots are planted. Most of the large roots are sold. The roots are merely pressed into soft mud, the rotted dairy fertilizer having previously been stamped into the mud by treading back and forth across the pool in hip boots.

Please note: (1) Only roots which are pulled in early May or later have buds developed.

(2) The following Hardy varieties form only slender roots and may or may not be budded when you receive them: Rose Arey, Pink Opal, Gladstone, Pearl of the Pool, Snowball, and W. B. Shaw. **Remember you'll receive the largest roots grown when you order of Kellogg's!**

Our Water Lilies are grown in soil enriched with 20% to 30% rotted dairy fertilizer. This gives the largest roots that it is possible to grow.

For growing and propagating Hardy Water Lilies, nothing will take the place of **rotted dairy fertilizer for developing large roots and buds**. We do not recommend it to our customers, however, as it usually discolors the water green, due to algae growth. For customers, we recommend our own scientifically balanced **KELLOGG'S PERFECTION**. (See below.) This scientifically balanced fertilizer will not cause green discoloration in your pool.

Dumping In the Rotted Dairy Fertilizer

(See picture at right.) This is the most important step in growing Hardy Water Lilies, and for it many tons of well-rotted dairy fertilizer are used each season, our Lilies being grown in the center of one of the Nation's largest dairy sections, where the rotted dairy fertilizer is easy to obtain at low cost.

Here Is The Amazing Result

In the picture at the right, two roots are shown. The small one is the average root as grown in ordinary pond soil by most growers.

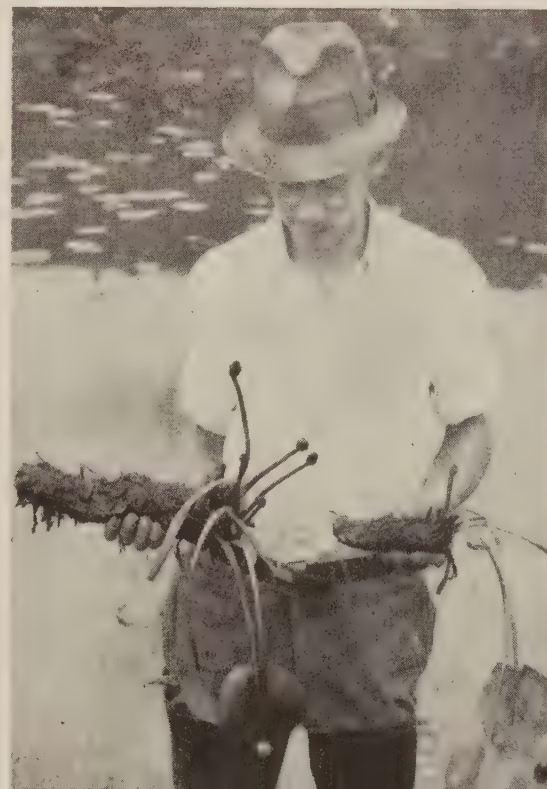
The large root is an average root as grown for us. Only roots grown in soil enriched with 20% to 30% rotted dairy fertilizer ever reach such gigantic size. These roots will give you two to three times more blooms than just ordinary roots! Note the many buds on the large root which was grown with rotted dairy fertilizer, and the single bud on the other. (Please read note at left.)

Kellogg's Perfection, the perfect Water Lily Fertilizer, contains everything that water lilies and aquatics need and is excellent for other flowers, perennials, and shrubs. For **MORE and LARGER BLOOMS, USE KELLOGG'S PERFECTION!** Use one and one-half to two pounds for each lily and place on or near bottom of planting tub. Fertilize during summer by placing 2 handfuls of fertilizer in paper sack and pressing into soil near lily. 3 lbs., 1.00; 7 lbs., \$2.00; 12 lbs., \$3.00; 25 lbs., \$6.00.

Kellogg's Perfection Fertilizer



Dumping it in — Good and Rich





Five of the World's Finest Perennial Lilies

MORNING GLORY: (Hardy) One of the most beautiful Water Lilies in the world. Magnificent waxy-soft pink, almost white. Very free bloomer! As many as five blossoms at once the first year, and up to fourteen the second year. A giant root, \$2.75.

COMANCHE: (Hardy) The orange Water Lily. Opens rich apricot and changes to deep orange copper as flower ages. Has one of the longest blooming seasons of any: nearly five full months in this climate. Remarkable! A giant root, \$3.00.

GOLDEN CUP (Chromatella). (Hardy) Name perfectly descriptive. Profuse bloomer: 2 to 3 blooms per plant daily throughout summer is usual; 6 to 8 not uncommon. Good for any size pool. Beautiful purple-mottled leaves. A giant root, \$2.50.

*Star
Quintet*
\$12.00

ROSE AREY: (Hardy) The sweetheart of Water Lilies! Magnificent deep salmon-pink, with beautiful rolled petals. The most fragrant of Water Lilies. Planted in a large container, and allowed to form a colony of several roots, it is free flowering. This takes two to three months. A giant root, \$2.50.

GLORIOSA: (Hardy) A beautiful red that does well everywhere, even in part shade. Has everything: Beauty, size, freedom of bloom, dependability, very long blooming season. A must for your pool! A giant root, \$3.25.

Order
of

Kellogg's

Three Rivers,
Michigan

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How to Grow Water Lilies

EASY—Water lilies are the easiest of flowers to grow, for they require no care once they are set out. No weeding, no hoeing, no hand watering, and they grow equally well in the North, South, East or West. Just plant them in a box, tub, half barrel, or bushel basket, and watch them grow.

TUB GARDENS—Many of the most beautiful water lilies do splendidly in just a sunken tub or half barrel. We especially recommend tub gardens to those who have only a small lot or who rent, as they are easily moved. See pages 19-20.

BUILDING THE POOL—Select a sunny location if possible. Many lilies will bloom in part shade, however. For complete instructions on building pools, see pages 14-15.

BOXES—Although it is not necessary, lilies generally do best when planted in a container—about 2 feet across by 1 foot deep. Boxes, tubs, half barrels, and bushel baskets are all good. Avoid unpainted metal or redwood containers for they stunt lilies. **Our solid cedar PLANTING TUBS are ideal.** (See page 20.)

SOIL—Any good garden loam is good. If sod (especially rotted sod) is available, use it. Sod is richer than plain dirt. Be sure to mix in some kind of fertilizer, for more and larger blooms.

FERTILIZERS: After years of experimenting, our grower has developed a scientifically balanced fertilizer, **KELLOGG'S PERFECTION** (the Perfect Water Lily Fertilizer). It has everything that water lilies and aquatics need. Use 1½ to 2 lbs. for each lily; put in bottom of planting container. For **MORE** and **LARGER BLOOMS**, USE **KELLOGG'S PERFECTION**; 3 lbs., \$1.00; 7 lbs., \$2.00; 12 lbs., \$3.00; 25 lbs., \$6.00.

ROTTED DAIRY FERTILIZER is next best, but often discolors the water, even when used in correct amounts. Use 1 part to 3 or 4 parts of soil and mix well,

PLANTING—Put about 6 inches of water over soil. Plant Hardy Water Lilies **horizontally (not upright)** about 1 inch deep with crown exposed. Plant Tropicals **upright**, covering up to crown. (Caution: Tropical leaves are thin and wither easily in sun when out of water.) Fill water to 1 foot **gradually**.

WHEN TO PLANT—HARDIES: The last of April to the middle of August; the earlier the better, however. **TROPICALS:** Not until the weather is settled; in the latitude of New York and Chicago, about June 1st. Further South, after May 10th is usually right.

COVER DIRT WITH ONE INCH OF SAND after plating, to prevent fish and frogs from stirring the soil. Helps keep water clear.

FERTILIZING DURING SUMMER: Water Lilies are very heavy feeders. You will get more and larger blooms if you will feed them **KELLOGG'S PERFECTION** 3 or 4 **TIMES** during summer. Wrap a large handful in cheese cloth or tissue paper and press into soil close to roots on 2 or 3 sides of each plant. Do not disturb plant or container.

SPRING FERTILIZING: When the pool is being cleaned in the spring, remove top layer of soil and spade in 2 lbs. of Kellogg's Perfection. Replace top soil.

WINTER CARE—Cover pool or tub garden with boards and leaves (hay or straw). Weight down. Hardies keep perfectly this way. Tropicals should be replaced each spring, unless a green-house is available. Goldfish may be left in pool providing—(1) The water is about 2 feet deep, and, (2) Maple leaves do not blow into pool. Otherwise, remove goldfish to tub in cellar. If desired, Hardy Lilies may be moved to cellar and kept covered with water or wet burlap.

SPRING CLEANING—As soon as weather permits, drain or dip out pool and remove all rubbish. Give each lily 1½ to

2 pounds of **KELLOGG'S PERFECTION**. Every other year at this time do the following: 1.) dig up each plant; 2.) pull or cut it apart; 3.) change soil, mixing in well two pounds of **KELLOGG'S PERFECTION**; 4.) plant back just the largest root; 5.) destroy others.

LOTUS—Lotus tubers look like bananas. They like a heavy rich soil. Plant them **horizontally** or **flat** (not upright). They require 2 to 10 inches of water. Cover with 3 to 4 inches of soil (no deeper). Once established they are as tough as Hardies. (Caution: In unpacking and planting Lotus tubers, be careful not to break them for they are very brittle.)

DISTANCE APART—The average lily requires a space 3 feet across (or more). A 5-foot pool will take care of 3 or 4 lilies. A 10-foot pool will accommodate 6 to 10 lilies and other aquatics. A little more space should be allowed for the larger flowering lilies and Lotus. The lilies pictured on page 5 do well in very crowded quarters (less than 3 foot space), due to their naturally small leaf spread.

PESTS—Mosquitoes can be kept out by goldfish. Black aphids can be killed with Black Leaf 40, or washed off with the hose so that the fish can eat them.

BLOOMING SEASON—Hardies bloom best here in the North during June, July, and August. Tropicals are at their best in August, September and October. By ordering both Hardies and Tropicals, you can have five months of continuous blooming.

DIVIDING—Roots of Hardies should be divided every second year, allowing at least 6 inches of root attached to crown. Dividing can be accomplished by breaking roots apart with hands or by cutting them with knife.

CHANGING SOIL—Give lilies new soil every second year. Use garden loam (or sod) and put in 2 or 3 lbs. of **KELLOGG'S PERFECTION** in bottom of planting container for each lily.


Three Rivers, Michigan



Above — An especially well constructed and planted pool. Note the grotto with its tiny trickle of water simulating Nature so perfectly.

Note provision for bog plants (A) and shallow water plants (B). Set the stones shown while cement is soft, and press them in slightly.

Below — This pool is only fair because the boulders around the rim seem to be simply perched there. Also they too completely encircle the pool for naturalness.

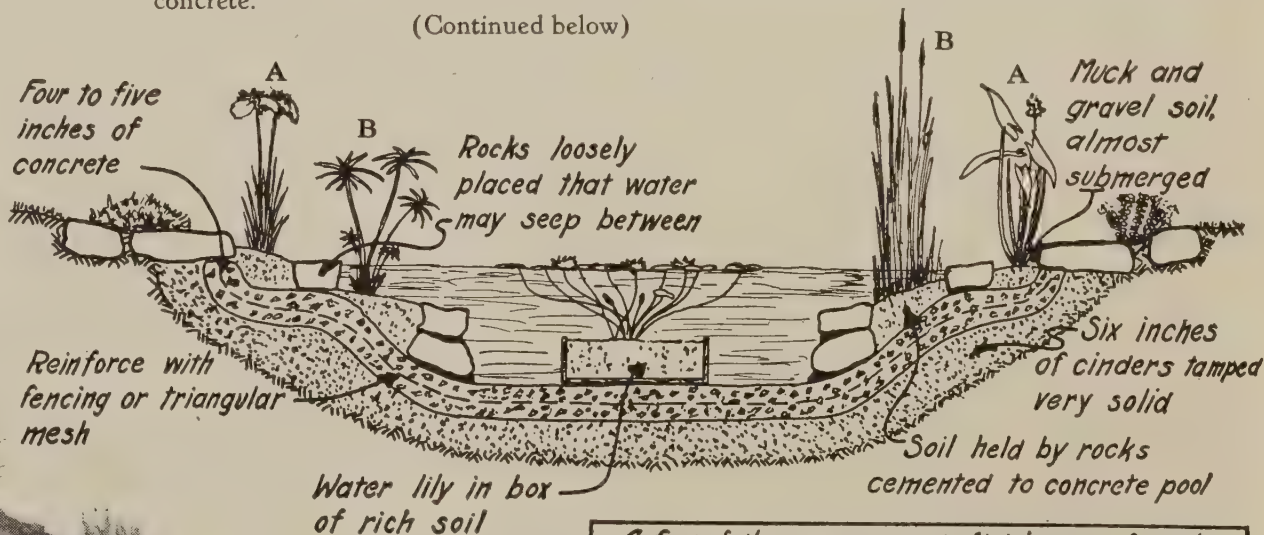


Building Your Pool Right

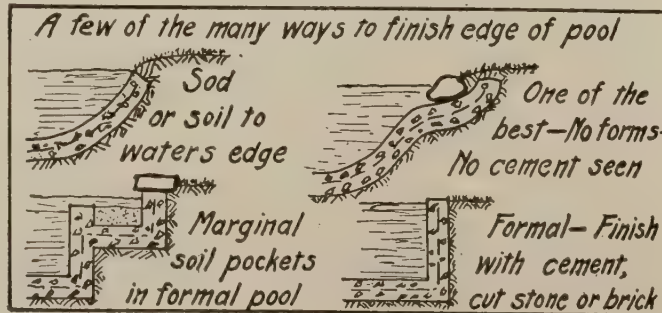
Pools can be made of various materials including concrete, sheet lead, canvas, roofing felt and even heavy tough grades of paper. The last two are made by cementing numerous layers of the material together with roofing cement. Canvas makes a good temporary pool if thoroughly painted inside and out. Sheet lead is permanent but rather costly for large pools. Concrete is probably the most common material and the most satisfactory. The permanence of a concrete pool depends upon its thickness and proper reinforcing. Where the ground freezes, five or seven inches in thickness is not too much. This may be reinforced with wire fencing, "triangular mesh" made for the purpose or with iron bars. See that the reinforcing is in about the middle of the slab of cement when making.

The cross-section sketch below shows you how to plan. This is an informal pool with concealed rim, undoubtedly the best type. For a pool 20 to 24 inches deep inside, dig the hole 8 inches or a foot deeper than pool depth, tamp in well a layer of cinders for drainage, fit your reinforcing, wiring it well at the laps, then removing it from pool temporarily; beginning at the bottom, spread your concrete, about a three-inch layer, over the entire pool. Next put the reinforcing in place and then another 3 inches of concrete.

(Continued below)



Tamp it all together well. When set, paint the entire pool with a thin mixture of pure cement and water to make it waterproof. Let stand ten days, keeping surface moist and shaded from heat of the sun.



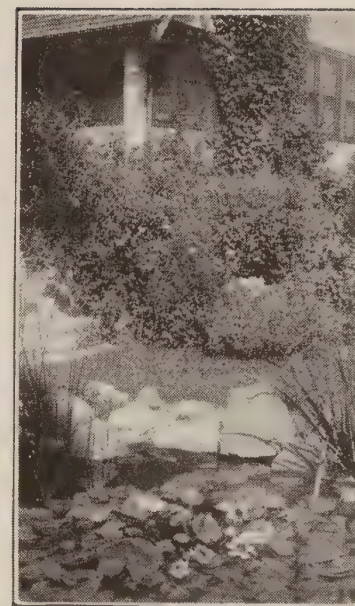


The concrete mixture should be 1 part cement, 2 parts clean, sharp (builders) sand and 3 parts crushed rock or gravel about 1/2-inch size. Mix thoroughly, add enough water to make into a thick mud-like mass. This type of pool is the easiest of all to make as no forms are needed and it can easily be fitted to irregular shapes.

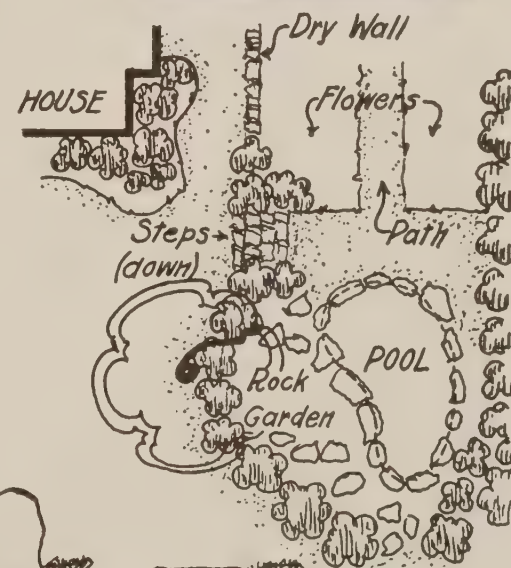
If you desire a more formal pool with straight sides, you'll need forms. They are comparatively simple but space limitations of this booklet will not permit their full description. You'll find them in a very valuable book, "Garden Pools, Large and Small," by Ramsey and Lawrence, published by MacMillan. This book also covers the installation of supply and drainage pipes though in most informal pools they are eliminated, filling the pool with the garden hose, emptying by bailing or siphoning it out.

The cross-section sketches at the bottom of these two pages show various ways to finish off the rim of a pool. Careful study of them will determine the method best suited to the type you build. By all means avoid concrete being visible at the margin of the pool.

After pool has set for ten days or two weeks, wash it out thoroughly to eliminate free alkali. This is best done by filling with water and emptying, once or twice. Plant lilies in boxes 8 to 12 inches deep, 1 1/2 to 2 feet square; using rich soil but no fresh manures. Thoroughly rotted (2- or 3-year-old) is best, mixed one part manure with three parts good fibrous loam. Additional manure or blood-meal should be added yearly and new soil each second or third year. Avoid the use of swamp muck soils as they are often sour or low in fertility.

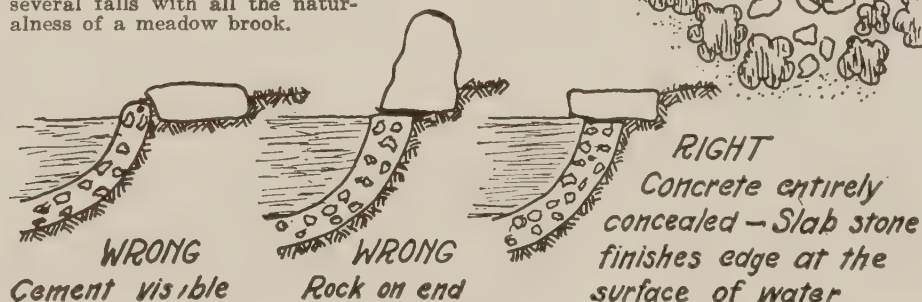


Above, right — A tiny pool in a sunken garden, making a delightful picture from the screened porch. At the extreme right, outside the picture, it overflowed into a tiny bog where numerous aquatics were very much at home. Sketch plan shows the layout.



Left — Pools in Japanese gardens are a study in themselves. Rocks, bridges, lanterns and shapes all have hidden meanings.

The other pool has a most natural look. Note the tiny cascade fed by a stream that winds for thirty feet or more among the plants and rocks, tumbling over several falls with all the naturalness of a meadow brook.





BASKET COLLECTION

\$19.50

All 8 of the
Beauties Shown

World's Finest Tropicals

All eight of the beautiful Tropical Lilies shown are included in the basket collection. The numbered inset will help you identify varieties. Descriptions at right.

- | | |
|--------------------------------|--------|
| 1. Blue Beauty | \$2.75 |
| 2. Director
George T. Moore | 3.50 |
| 3. General Pershing | 3.00 |
| 4. Mrs. Whitaker | 2.75 |
| 5. Mrs. C. W. Ward | 2.50 |
| 6. *E. Hutchings | 2.75 |
| 7. *Missouri | 3.00 |
| 8. Panama Pacific..... | 2.50 |

Total value of collection \$22.75. Special Price \$19.50.

*Night Blooming Tropicals.

Index on page 10

Tropical Water Lilies

Tropicals are the largest, most fragrant and loveliest of all Water Lilies, some varieties averaging 8 to 12 inches across, and even larger. Their exotic fragrance is often perceptible for several feet. In general they are better bloomers than the hardies, and bloom best in the later summer and fall when hardies are on the decline. **They include both day bloomers and night bloomers.**

Treat all tropicals as annuals. Give them at least a 4 ft. space for best results, with possible exception of Panama Pacific and August Koch, which have less leaf spread and will do well in a half barrel, tub or small pool.

Flowers are held at 6 to 18 inches above water.

Just as easy to grow as the hardies. Simply fill any box 18 inches across and 1 foot deep or larger, or a tub, half barrel, bushel basket, with rich soil. Cover with 1 inch of sand, and sink into pool. Always plant after box or tub has been placed in pool, as the tropicals' very thin leaves will wither in sun or wind when out of water.

Do not set until warm weather definitely arrives, as they may become stunted by the cold and never recover. We ship most of our tropicals in early and mid June, but can ship to southern customers as early as May 10, if desired.

Our tropicals are started with a special fertilizer for maximum growth. They ship better and grow better than plants taken directly from the greenhouse, which most growers ship.

Our plants are not only budded, but are usually in full bloom when shipped. Occasional exceptions: Night Blooming Tropicals. **For more and larger blooms, grow our giant budded tropicals!**

Pink

MRS. C. W. WARD: The showiest deep pink tropical. Exceptionally free blooming. Flowers

held about 18 inches above water. **A giant plant at \$2.50.**

GENERAL PERSHING: Beautiful orchid-pink, often called the most beautiful of all Water Lilies. Many flowers reach 10 inches across. Creases in the flowers add greatly to their beauty. Very delightful fragrance. Free bloomer. Averages much nearer the size of **MRS. WHITAKER** than illustration shows. **A giant plant \$3.00.**

Blues

BLUE BEAUTY: Gorgeous deep blue, often nearly a foot across. Very free blooming. Highly fragrant. Also shown on page 4. **A giant plant for \$2.75.**

MRS. EDWARDS WHITAKER: The Queen of all light blue Water Lilies, and one of the two largest Water Lilies in the world. (The other: Missouri, white night bloomer.) Flowers average 10 to 11 inches across and often reach 13 inches, larger than dinner plates. **A giant plant \$2.75.**

DIRECTOR GEORGE T. MOORE: Flowers a richest shade of blue, and are borne very freely. **A giant plant \$3.50.**

Purple and Violet

(These two varieties develop small plants in center of leaves, which often bloom in late summer.)

PANAMA PACIFIC: Rich lilac-purple. Splendid for tub garden or small pool. **A giant plant \$2.50.**

AUGUST KOCH: Petals a deep bluish violet. Sepals, lilac purple. **A giant plant \$2.75.**



A GIANT BUDDED TROPICAL (Variety, Blue Beauty) such as shipped to our customers. Notice the **numerous buds, the flower, the heavy root development, and abundant leaf growth.** Such giant, budded plants have a head start on the plants of most growers. **For more and larger blooms, grow our giant, budded tropicals!**

Order of

Kellogg's

Three Rivers, Michigan

Page 17

Night-Blooming Water Lilies

No pool, small or large, is complete without at least one night blooming lily. You will then have a 24-hour-a-day show, and your pool will be a beautiful sight during the most enjoyable hours. Night bloomers open just before dark; stay open until nearly noon next day. They do not close on cloudy days. Each bloom will open and close for several days.

WHITE

MISSOURI: Giant creamy-white. One of the two largest water lilies, being equalled in size only by Mrs. Edwards Whitaker. Often reaches 13 inches across. White lilies show up better than colored ones at night and this is the Queen of them all! (Illustrated in color on Page 16.) A Giant plant, \$3.00.

PINK

EMILY HUTCHINGS: Giant red-pink. Probably the brightest colored water lily in existence. Very free flowering. (Illustrated in color on Page 16.) A Giant plant, \$2.75.

MRS. GEO. C. HITCHCOCK: Beautiful rose-pink, one of the largest of the night bloomers. A Giant plant, \$2.50.

RED

H. C. HAARSTICK: Huge, very brilliant red, with reddish-bronze leaves—a sensation last year at our grower's Water Lily Park—stopped traffic and created hundreds of comments from visitors. The blooms come consistently 10" to 12" across. A Giant plant, \$2.50.

Moonlight Trio

3 Best Night-Blooming Water Lilies

MISSOURI — Huge white night-bloomer.

EMILY GRANT HUTCHINGS — Deep pink.

H. C. HAARSTICK — Largest and most brilliant red.

Special
\$7.50

Duet in White..for Day and Night

24 Hours of Bloom
MISSOURI — Huge white night bloomer.

MRS. GEORGE H. PRING — Giant white day bloomer.

Special
\$5.00

White Day Bloomer

MRS. GEO. H. PRING: Beautiful and very fragrant, creamy-white of huge size. A Giant plant, \$2.50.

Other Water Lilies ~ Hardy

Here are a few **HARDIES** we were unable to illustrate. But—don't overlook them! They are important. And—note they are **HARDY!**

PINKS

PINK CHARM: A charming, light-pink. Delightful fragrance. Moderate bloomer. \$1.25.

PINK OPAL: Lovely deep pink, similar to but deeper than Rose Arey. Delightful fragrance. A fine cut flower. **Medium size.** Does splendidly in small pool or tub. \$1.50.

MARLIAC FLESH: Similar to gorgeous Morning Glory, but a little smaller. **Good for any size pool, including tubs.** Habit and freedom of bloom identical to Golden Cup. Do not overlook this one! A **GIANT ROOT**, \$2.00.

WHITE

TUBEROSA RICHARDSONI: Huge, very double, white. Very fragrant. Especially fine for the natural pond. \$3.00.

PIGMY CHANGEABLE

AURORA: Very small leaves, roots, and flowers. Opens apricot-yellow, changes to deep orange-red—widest color range of any changeable. Ideal for Tubs or odd corners in any pool. \$1.75. (Illustrated in color on page 20.)

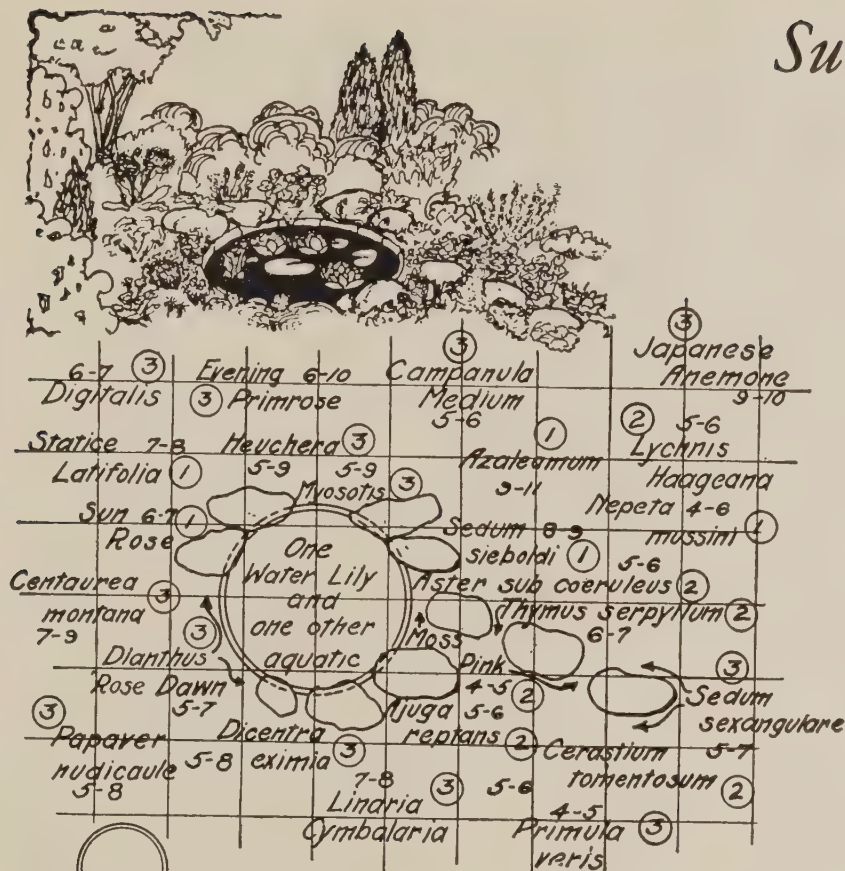
Order
of

Kellogg's

Index on page 10

Three Rivers,
Michigan

Success with a Tub Garden



An ordinary wooden wash tub sunk in the ground makes a good pool, or a large cask or hogshead, cut off about two feet deep is better. Much of the artistic success of a TUB GARDEN depends upon sinking the tub to its rim in the soil and then planting suitable material around it. Select margin plants which do not grow over four to eight inches tall.

Don't make a complete ring of boulders around the rim, rather, group them, allowing plants to mask the edges of the tub and soften its too-even outline. Lay the stones flat, NEVER stand them on end.

Several tubs may be grouped to make a larger display, but under all conditions plan so you'll have a background of shrubs or evergreens against which the pool planting will show off.

Don't over-plant a small pool. The mirror surface of a water garden is one of its greatest charms. When plants grow too dense, pull off some of the leaves.

Substitution List

You may not care for the flowers listed, and many are hard to get. We suggest these substitutes:

- Ajuga Reptans — 2 for 75c
- Aster sub coeruleus — 2 Blue Violets
- Centaurea Montana — 3 Blue Violas
- Cerastium Tomentosum — 2 Dianthus Plumaris for 75c
- Dianthus Rose Dawn — 3 Armena Maritima for \$1.05
- Dicentra Eximia — 3 Sea Pink \$1.05
- Evening Primrose — 2 Azaleaums Nugget
- Heuchera — 3 Maiden Blush or Rose Unique Carnations
- Linaria Cymbalaria — omit
- Lychnis — 2 Astilbe
- Moss Pink — 2 Creeping Phlox 75c
- Myosotis — Pink Forget-Me-Not
- Nepeta Mussini — 1 for 45c; 3 for 75c
- Papaver Nudicaule — 1 Heliopsis Apollo
- Sedum Sexangulare — 2 Hardy Verbena
- Sedum Sieboldi — 1 Spurge
- Statice Latifolia — Baby's Breath (1 for 45c)
- Sun Rose — 1 for 45c; 2 for 75c

Three tubs may be grouped as shown. A wet or boggy spot in the center will accommodate moisture loving margin plants such as — Marsh Marigold, Bugle (Ajuga), Forget-Me-Not, Ferns, Primrose.

At right — Cross-section of tub garden showing eight or ten inches of water above layer of rich soil.



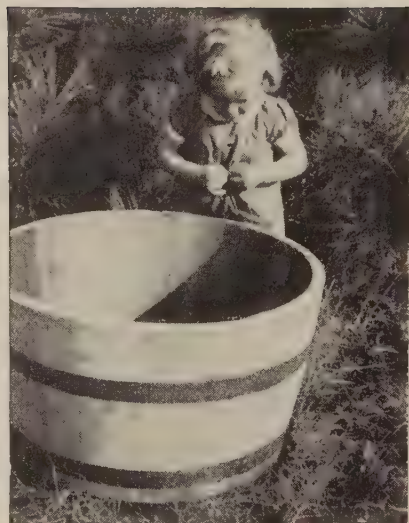
Dainty white Lily,
Dressed like a bride,
Shining with whiteness
And scented beside.

—Anon.

R. M. Kellogg Company
Three Rivers, Michigan

Planting Tubs

At right: the largest, sturdiest tub available. 21" across; 11" high, outside measurements. Built of cedar or other durable wood. Will last a lifetime. Bound with heavy wire. Ideal for either tub gardens, or for planting tubs. **Price, \$3.25, f.o.b. Binghamton, N. Y.**



Complete Tub Garden \$7.75



Most Lilies in this collection have very small leaves, and are especially suited for tub gardens.

Pink Opal: Fragrant, deep-pink.....\$1.50

AURORA: Changeable Lily, opening apricot, changes to deep orange-red 1.75

2 PICKEREL RUSH: Lovely purple flower, arrowhead leaves..... .60

2 WATER HYACINTHS: Orchid-blue, orange eyes. Floats on water...\$.50

3 pounds of Kellogg's Perfection (for bottom of tub)..... 1.00

One oak (or cedar) tub..... 3.25

Total Value **8.60**

Special Price **7.75**

(Note:—The tub garden should also contain a goldfish and scavenger collection. See pages 28-29.)

Other Lilies suitable for the tub garden are: James Brydon, Gloriosa, Paul Harlot, Golden Cup, Marliac Rose, Marliac Flesh, Somptuosa, Rose Arey, Morning Glory, August Koch, and Panama Pacific.

Sacred Egyptian Lotus

Lotus are valuable for their historical significance, as well as for their beauty. Long before the birth of Christ, they were worshipped by Egyptians, Chinese, and Japanese, and many burial crypts and ceremonial instruments have been found with Lotus designs.

This rare and beautiful flower grows in only five countries — Egypt, China, India, Japan, and the United States. Everything about it is pretty — its leaves, its blooms, its seed pods. Really no large pool is complete without the Sacred Lotus.



Lotus are among the most beautiful of all water plants, having huge 10- to 14-inch delicately colored pink flowers, and giant green leaves. The leaves stand 2 to 3 feet out of water, and the blooms high above the leaves. They are among the most fragrant of all water plants.

Lotus are the easiest of all flowers to grow and you should have at least one of them. You can plant them in your pool, or they will grow in a tub or half-barrel set on top of the ground. Just fill the tub or half-barrel half full of rich soil, mix in fertilizer, fill up with water, and plant. The tub or half-barrel can be set on top of the ground, but the Lotus will do better when planted in large boxes about 3 feet square by 1 foot deep, and placed in the pool. They should have not over 1 foot of water above them, 6 inches is better.

Lotus can be planted at same time as hardy water lilies.

LOTUS FERTILIZER: Lotus are more particular as to fertilizer than any other aquatic plants. We recommend our Kellogg's Perfection, 2 or 3 pounds well mixed with the soil, and preferably a clay-type soil. Avoid using rotted dairy fertilizer, except in bottom of planting tub. Proper fertilizers are important. Don't try to grow Lotus without them.

ORDER EARLY! Lotus make such a root growth in early June that we cannot take them up after June 15th.

BLOOM FOR YOU FIRST YEAR, two to three months after planting, when you use our giant Lotus. Ordinary small roots, as provided by most growers, require two years to bloom.

VARIETIES OF LOTUS

AMERICAN YELLOW LOTUS: Beautiful huge creamy yellow flowers. Both flowers and leaves are held high above the water. Potted plants only \$2.50 each.

IMPROVED EGYPTIAN PINK LOTUS: Amazing new pink Lotus, creamy yellow center. Much larger, more perfect, more beautiful than the old Egyptian pink. An amazing attention-getter; envy provoking. Be first to have it, and be thrilled when friends admire it. Now the world's outstanding pink Lotus. Very hardy. Grow in pool, tub, or half barrel. Large potted plants (tubers or runners in late June-July). Each, \$3.50.

Regular Egyptian Pink Lotus, \$2.50.

Lotus Special!

1 American Yellow Lotus...	\$2.50
1 Improved Egyptian Pink Lotus.....	3.50
Total Value.....	\$6.00
Special Price	\$5.40

Acres of Water and Glass to Grow Your Water Lilies~and Fish

By virtue of supplying high quality water lily roots and fish, our producer has become one of the largest growers in the United

States, if not in the world. We are, therefore, well equipped to supply you with the best of stock, and give you the best of service.



At left is one of our producer's large display ponds. Note the hundreds of water lilies displaying their glorious blooms. Altogether, it takes 3 new greenhouses, and 25 nursery ponds to produce your stock, besides 3 display pools.



NICE PLANTS FOR YOU

A section of our producer's Orlyt greenhouse showing a large bed of Pamela in the foreground and Mrs. Edwards Whitaker in the background, just prior to shipping. When this photo was taken every plant had one or two blooms on it. It is a great delight to walk through these tropical greenhouses when the lilies are in bloom as they scent the whole air with their fragrance.

Floating Plant Collection \$2.00

Large portion of Duck Weed
4 Water Hyacinth
4 Floating Heart
5 Parrot Feather

DeLuxe Water Plant Collection

1 Giant Double Flowering Arrow-head
2 Pickerel Rush 2 Flowering Rush
1 Water Canna 3 Water Hyacinths
SPECIAL \$3.25

Oxygenating Collection \$1.25

1 Bunch each of Anacharis, Mares-tail and Cabomba

Water Plant Collection

5 Choice Plants.....\$1.20
12 Choice Plants.....2.40
(Will include 2 of some kinds.)
Please list plants preferred.

Pool Margins and Backgrounds

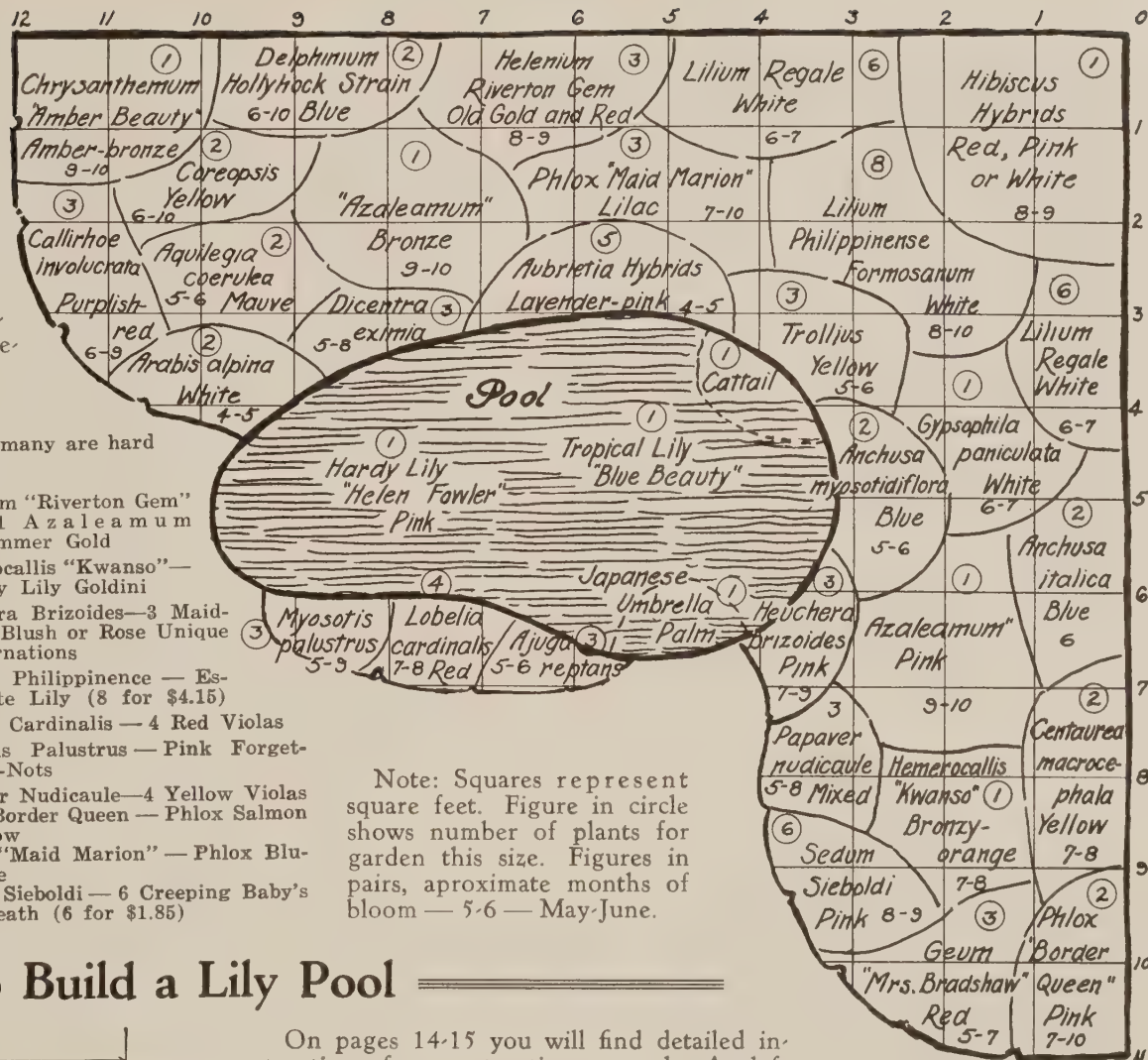
What could be more fitting as a background for a naturalistic pool than a perennial border which will blossom throughout the whole season? Here's a border, designed just for the purpose.

Substitution List

You may not care for the flowers listed, and many are hard to get. We suggest these substitutes:

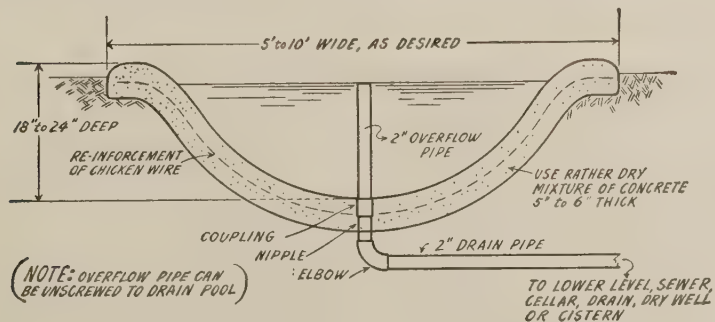
Ajuga Reptans — 3 for \$1.00
 Anchusa Italica — 3 Pacific Delphiniums
 Anchusa Myosotidiflora — Pink Forget-Me-Not
 Aquilegia Coerulea — Scott Elliott Aquilegias
 Arabis Alpina, White — 4 White Violets
 Aubretia Hybrids — 2 Hardy Verbena
 Callirhoe — 6 Red Violas
 Centaurea Macrocephala — 2 Heliopsis Apollo
 Chrysanthemum "Amber Beauty" — Yellow Fellow
 Coreopsis — 2 Heliopsis Apollo
 Dicentra Eximia — 5 Sea Pink (Price 5 for \$1.65)
 Geum "Mrs. Bradshaw" — 3 Astilbe
 Gypsophila Paniculata — 1 for 45c

Helenium "Riverton Gem" — 1 Azalea Summer Gold
 Hemerocallis "Kwanso" — Day Lily Goldini
 Heuchera Brizoides — 3 Maiden Blush or Rose Unique Carnations
 Lilium Philippinense — Esstate Lily (8 for \$4.15)
 Lobelia Cardinalis — 4 Red Violas
 Myosotis Palustris — Pink Forget-Me-Not
 Papaver Nudicaule — 4 Yellow Violas
 Phlox Border Queen — Phlox Salmon Glow
 Phlox "Maid Marion" — Phlox Blue-ette
 Sedum Sieboldi — 6 Creeping Baby's Breath (6 for \$1.85)



Note: Squares represent square feet. Figure in circle shows number of plants for garden this size. Figures in pairs, approximate months of bloom — 5-6 — May-June.

How to Build a Lily Pool



Simple Pool Construction — Cross-Section of Concrete Pool

On pages 14-15 you will find detailed instructions for constructing a pool. At left we show you how to provide proper drainage for the pool. The top of the pipe should come just where you want the surface of the pool to be. The whole thing is simple. (See below.)

1. Dig hole.
2. Put pipes in place.
3. Spread 3" outer layer concrete.
4. Lay down chicken wire.
5. Spread 3" inner layer concrete.
6. With broom, brush wet mixture of sand and cement over pool to fill crevices. Use 2 parts sand to 1 cement.)
7. When dry, paint with blue "Under-water Emael" paint.

Shallow Water and Bog Plants

Naturalize Your Water Garden!

Water lilies and lotus only make up half of the beauty of a water garden. To get that so-desired naturalistic, tropical effect, shallow water and bog plants are essential. In the case of the formal pool, plant them in the corners and center. For the informal pool, plant them anywhere along the bank and water edge (of course, the background is preferable).

Plant the following in moist soil to 6 inches of water:

GIANT DOUBLE FLOWERING ARROWHEAD: (left) The finest shallow water plant. Large, double, white flowers; huge arrowhead leaves. 4 feet. Supply limited. Each \$1.00.

WATER IRIS: (Illustrated below, left) Most graceful and artistic. Two feet. Lovely deep BLUE: 2 for \$.50, 5 for \$1.00, 12 for \$2.00. YELLOW: 3 for \$1.00.

MARSH MARIGOLD: (5) Clusters of large golden yellow flowers. Blooms in early spring. Plant in moist soil. 15 inches. 2 for \$.50, 5 for \$1.00, 12 for \$2.00. Important! Marsh Marigold blooms early, usually reaching you after its blooming season, hence no blooms the first year. Do not consider Marsh Marigold a failure if it does not bloom first season, or if it appears dead.

PICKEREL RUSH: Beautiful, fringed, deep-blue flowers. Blooms continuously all summer. Deep green calla-lily-like leaves. 18 inches. 2 for \$.60, 4 for \$1.00, 12 for \$2.50.

GIANT ARROWHEAD: (3) Leaves resemble arrow heads. Pretty, white flower spike. 12 to 18 inches. 2 for \$.50, 5 for \$1.00, 12 for \$2.00.

SWEET FLAG: Whole plant sweetly fragrant. Graceful, yellow-green blades; bright green blossom spikes, 3 feet. 2 for \$.50, 5 for \$1.00.

FLOATING HEART: Beautiful deep yellow flowers, about 1 inch across. Tiny heart-shaped leaves. Hardy. 2 for \$.50, 5 for \$1.00, 12 for \$2.00.

PARROT FEATHER: Beautiful fuzzy green foliage on long trailing stems which

spread over water surface. Ideal for trailing over a fountain. 3 for \$.50, 7 for \$1.00, 12 for \$1.50.

GRACEFUL CATTAIL: (1) Sword-like blades. Dark brown flower spike. Four feet. 5 for \$1.00, 12 for \$2.00.

WATER CANNA (*Thalia dealbata*): Very artistic and attractive. Waxy, canna-like leaves with a red border. Purple flowers. 4 to 6 feet. For remarkable effect, plant 3 together in a bushel of soil enriched with 1 lb. of Kellogg's Perfection. Each, \$.75, 3 for \$2.00.

WATER FORGET-ME-NOT: Lovely blue flowers for moist soil or shallow water. 8 to 12 inches. 2 for \$.50, 5 for \$1.00, 12 for \$2.00.

GENUINE PEPPERMINT: 4 for \$1.00, 12 for \$2.00.

WATER ARUM: Leaves resemble Indian spearheads, and blooms resemble the calla lily, 3 for \$1.00.

FLOWERING RUSH: A very good aquatic with pinkish blooms. 3 for \$1.00.

WATER CRESS: Beautiful bright green foliage. IDEAL for sun or shade. Edible and delicious in salads. 3 for \$.50, 12 for \$1.25.

WATER POPPY: (6) Very deep yellow blooms resembling California Poppies. Floating water lily-like leaves. Very free blooming. 2 for \$.60, 4 for \$1.00.

UMBRELLA PALM: (2) Umbrella-like leaves raised 2 feet or more above the water. Will grow either in or out of water. 3 for \$1.00.

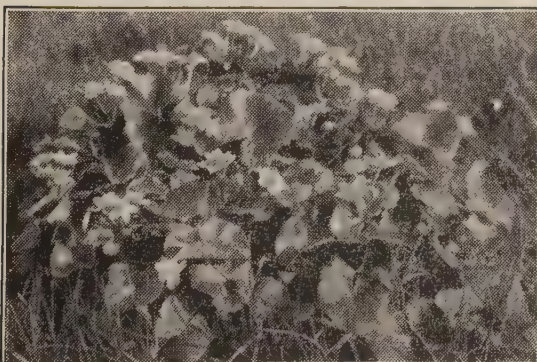
PURPLE WATER HYACINTH: Similar to ordinary water hyacinths only with purple blooms. 3 for \$1.00.



Giant Double Arrowhead



Water Iris



Floating Water Plants

Imagine plants just floating around naturally on the water surface, living on air and water! Except for Floating Heart, you do not have to plant Floating Plants

DUCK WEED. Very small bright green leaves which resemble polka-dots on the water. Excellent fish food. Fish are the most active and healthiest when they have access to Duck Weed. Let them have it, surely! **Large portion, \$.50, 3 portions, \$1.00.**

WATER HYACINTH (4) Beautiful orchid-lavender flower spikes, resembling true hyacinths. Stems have interesting bulbs (air chambers) which cause plant to float upright. Goldfish spawn in the long, bushy roots. Grows best when tips of roots can reach soil. **2 for \$.50, 5 for \$1.00, 12 for \$2.00.**

PARROT FEATHER. Beautiful feathery, bright green foliage. Trails over water surface. **3 for \$.50, 7 for \$1.00, 12 for \$1.50.**

FLOATING HEART. Lovely deep yellow flowers; small heart-shaped leaves. Start it by pressing into soil near water surface. Once started, it will trail over water surface, sending out numerous small vines. **2 for \$.50, 5 for \$1.00.**

Floating Water Plant Collection

Large portion of
Duck Weed **All for**
3 Water Hyacinth **\$2.00**
3 Floating Heart
5 Parrot Feather

Oxygenating Plants For Pools & Aquariums

If you have goldfish in your pool (and all pools should have) **Oxygenating plants are absolutely essential.** They (1) absorb carbon dioxide (given off by fish) and liberate oxygen which the fish must have to live. (2) Fish spawn and lay eggs in oxygenating plants. (3) Baby fish need them to hide in, otherwise their own parents will eat them. Plant Anacharis and Cabomba in small containers and place on pool bottom. Just throw Maretail onto pool surface.

ANACHARIS. A native plant; very satisfactory oxygenator. Lovely deep green. Very hardy. **Extra large bunch, \$.50, 3 for \$1.00.**

MARETAIL (Ceratophyllum): Most beautiful of oxygenating plants; no exception. Bright light green, long trailing stems with thousands of soft green needles. An excellent oxygenator and rare beautifier. **Extra large bunch, \$.50.**

CABOMBA: Bright green, fan-shaped leaves. Green or red stems. **3 bunches for \$.50.**

3 for \$1.25

One bunch each of the 3 Oxygenating plants listed here.

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Mass color results from planting two or three plants of a kind, more where space permits.

Rock Garden Opportunities

Pools and rock gardens go together so often that we are including a few pages of instructions on rock gardens in this book. Even the tiniest yard can have a rock garden, perhaps combined with a tub for water lilies and aquatics, and much joy can result therefrom. But do not be mistaken in your conception of a rock garden.

Achievement in rock gardening means more than placing a collection of stones upon a mound of soil and planting among them a nondescript lot of plants. Choose the tenants with the utmost care for their suitability. Desirable rock plants are plentiful and by selecting carefully, your garden can be delightfully interesting throughout the entire year.

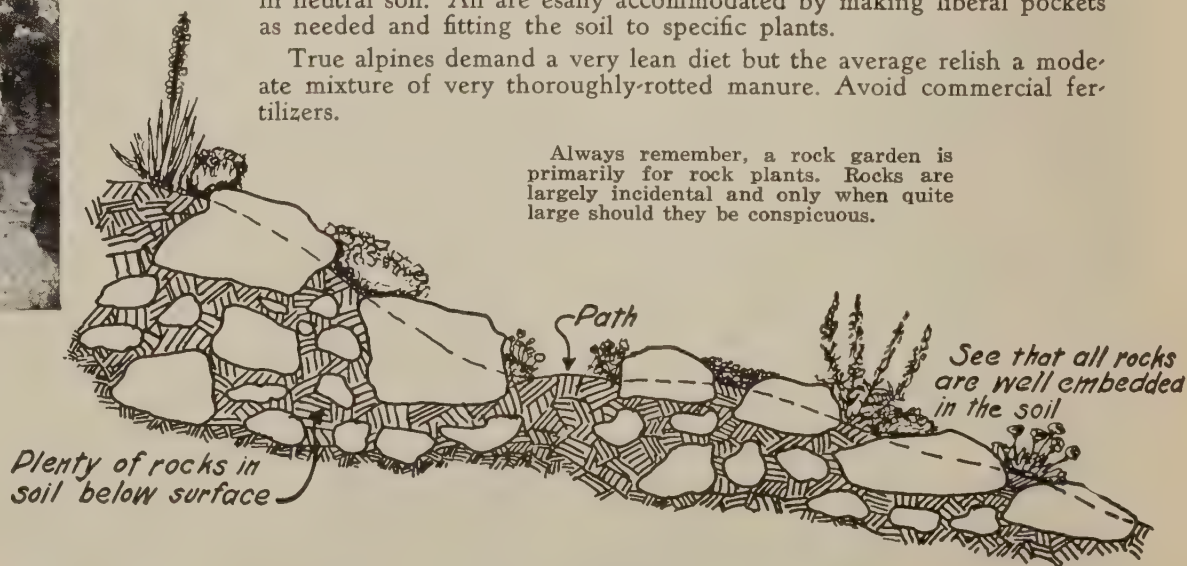
The plans worked out in this booklet and the plants shown will produce enchanting pictures if you follow the simple directions. Avoid using tall vigorous kinds. The gay Iceland Poppy (*Papaver nudicaule*) is fine, but tall Oriental Poppies are surely out of place. The dainty Harebells (*Campanula carpatica*) are excellent but *Campanula pyramidalis* is too tall.

SOIL AND FOOD

Many rock plants will thrive in average garden soil, but a few are finicky. Almost all demand good drainage. Many rock garden experts use quantities of finely crushed rock, working it into the soil around and deep down among the rocks. Most rocks act like sponges, absorbing moisture and aiding to keep the soil porous and cool. A few rock plants, *Daphne* for one and some of the *Dianthus*, like a sweet or limestone soil; while others prefer acid soils, *Dicentra eximia*, for example. The majority succeed in neutral soil. All are easily accommodated by making liberal pockets as needed and fitting the soil to specific plants.

True alpine demand a very lean diet but the average relish a moderate mixture of very thoroughly-rotted manure. Avoid commercial fertilizers.

Always remember, a rock garden is primarily for rock plants. Rocks are largely incidental and only when quite large should they be conspicuous.



The Rocks and Placing Them



Above—Large boulders are well used but not sufficiently embedded in the bank nor masked with enough greenery.

Right—Note how naturally these rocks nestle together.



The skill with which you place your rocks largely determines the success of the garden. Numerous sketches herein will guide you but experimenting with the actual rocks in the garden is the best teacher. Regardless of the kind of rocks used, study each one that it may be placed in the most natural position possible. Almost without exception, the broadest face should be downward.

Stratified rocks should all be placed with the strata running in the same general direction. Don't turn them up edgewise. Be sure all rocks rest firmly with no air pockets around them. As a general rule no rocks should project above the soil more than a third of their bulk. Otherwise they almost lie on the surface and that does not make for naturalness.

Miniature ravines and cliffs are easily made but always keep in mind the direction of strata throughout and the necessity of true naturalness. Frequently sunken paths prove very desirable, especially in locations practically level. It is not necessary to construct high elevations as a difference in heights of only a couple of feet makes an interesting effect. Extreme elevations lose the element of naturalness and this should never occur.

*"God gave all men all earth to love,
But since our hearts are small,
Ordained for each one spot should prove
Beloved over all;
That as He watched creation's birth,
So we, in God-like mood,
May of our love create our earth
And see that it is good."*

—Kipling.



Above—Boulders well embedded in soil. They are not the easiest rocks to use but will do if no others are available.



Never stand rocks up on their ends like tombstones. They lack stability and naturalness. Such formations are seen in some rocky sections but they are looked upon as freaks and are not pleasing.



With perfect drainage assured to a good depth, rocks half embedded in the surface will do well on level ground.



Note that all rocks tilt back into the wall, thus carrying all moisture in where roots of the plants may utilize it. Don't fail to have plenty of rocks in the soil down deep where roots of the plants can penetrate among them.

Pool and Aquarium Scavengers

Scavengers are your pool housecleaners, and all pools need them, most having not nearly enough. Use 2 scavengers per square foot of pool. Example: A pool 5 x 10 ft. needs 100 scavengers, no less.

Snails and clams eat green scum and algae; tadpoles, decaying lily leaves and fish excrement; frogs eat mosquitoes, flies and other insects, and salamanders are also good janitors. Use plenty of scavengers and keep your pool crystal clear! Furthermore, they are fascinating creatures to watch!

We guarantee live delivery.

Shipping: All shipping cans must be returned to our producer promptly, prepaid express or parcel post. Cost, only 31 cents a can via railway express. Use shipping tag which comes on can. Merely reverse to and from of address.

Please note: (1) Snails can be shipped with lilies by merely wrapping in moss; (2) Scavengers require only a small amount of water for shipping and so express charges are very low.

We Offer You the Following:

LIVE-BEARING TRAP-DOOR SNAILS: The largest hardy snail. Actually do bear their young alive. One of the very best snails for the pool. 5 for \$.75; 12 for \$1.50.

TADPOLES: Grow into frogs during summer. Interesting to watch. Live on decaying lily leaves and fish excrement. 5 for \$.75; 12 for \$1.25.

GREEN FROG: Lilies and frogs just seem to go together. Once you have seen an intelligent looking frog sitting on a lily pad, you will understand why. Shipped middle or last of May. \$2.00 per pair; 6 for \$5.50.

Snail Collections

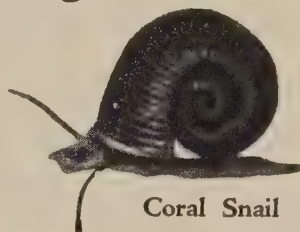
Can be shipped in same package with lilies. Large snail orders (50 or more) shipped in cans. For pools which already have Tadpoles, Salamanders, and Frogs. Snails usually not sufficient by themselves. Collection includes Ramshorn and Trapdoor snails.

12 for \$1.25 — For Tub Garden or Aquarium.

30 for \$2.75 — For Small Pool

50 for \$4.50 — For Medium Pool

100 for \$8.00 — For Large Pool



Coral Snail

CORAL or RED RAMSHORN SNAILS: A gorgeous red snail curled like horn of the ram. The very best aquarium snail equally good for pools. Very hardy. 5 for \$.75, 12 for \$1.50.



American Salamander

AMERICAN SALAMANDERS: These are harmless water newts that live on insects. They serve a useful purpose, therefore, as well as being interesting. They have four legs and a tail; and red and black dots on sides. 4 to 5 inches long. Interesting. Pair for \$.65; 3 for \$1.00.



Chinese Black Moor

See Far Right

SCAVENGER COLLECTIONS

(Allow 2 Scavengers for every square foot of your pool surface to keep pool clear.)

25 Scavengers.....\$2.75

For the Small Pool (3' x 4'). A balanced assortment of Snails, Tadpoles, and Salamanders.

50 Scavengers.....\$5.00

For the Medium Sized Pool (4' x 6'). A balanced assortment of Snails, Tadpoles, and Salamanders.

100 Scavengers.....\$8.00

For the Large Sized Pool (5' x 10'). A balanced assortment of Snails, Tadpoles, and Salamanders.

Kellogg's

Three Rivers,
Michigan

Index on page 10

Red Goldfish

The World's Most Beautiful Fish

Goldfish — especially our **SELECTED RED GOLDFISH** — add indispensable color and interest to the pool. **And you need Goldfish to eat the mosquito larvae** found in all outdoor pools. Order at least 12.

Many years of selected breeding has resulted in these new **Red Goldfish** with highly developed tails. Our fish are **REALLY RED**; not yellow like those seen in the "5 & 10." Our **Red Goldfish** are very hardy and can be left in the pool all winter. Just feed them occasionally on warm winter days.

WE SHIP all fish express collect. Snails, tadpoles, frogs and salamanders can travel in same can with fish at no extra cost.

NO CHARGE IS MADE for shipping cans. However, all cans must be returned promptly to our producer by prepaid express. The charge is only 31c a can from any part of the country. Use same shipping tag which comes on cans. Merely reverse to and from of address.

WE GUARANTEE LIVE DELIVERY OF ALL GOLDFISH, and will replace any that die enroute, providing you notify our producer immediately after their arrival, and providing a bad order report is included from your local Express Office on form 679. **IMPORTANT:** If only one or two fish die enroute, please do not ask for replacements! We always give a few extra fish with every order.

CAUTION: Fill and drain new cement pools twice before adding fish. Cement alkali might kill fish.

GROW BABY GOLD FISH in your pool! Order fish early for spawning and include either the oxygenating plant Mares-tail or Water Hyacinth, for the fish to lay their eggs on. We advise Maretail, but best to order both.

BREEDERS are fish 3 inches or larger, which have spent one winter in an outdoor pool.



Selected Fancy Red Fantail . . . Only half of tail visible

Above: Actual color photo taken at our producer's Water Gardens.

Selected Red Comet

Important: (1) Fish shipped in April and early May are not always as red as above, but will grow deeper colored in your pool. (2) Many fish have beautiful markings of black, white, gold and silver.

Order These Brilliant Beauties

SELECTED RED COMETS: Have beautiful long tails, often nearly as long as their bodies. **Four to six inch breeders: Pair \$1.50; 6 for \$4.00; 12 for \$7.50.**

SELECTED GOLDFISH: Same glorious colors as Comets, but tails slightly shorter. **Four to six inch breeders: Pair \$1.25; 6 for \$3.50; 12 for \$6.50.**

SELECTED RED FANTAILS: Gorgeous fan-shaped tails. Most beautiful of all fish. **Three to five inch breeders: Pair \$2.00; 6 for \$5.50; 12 for \$10.00.**

SELECTED BLACK MOORS: Beautiful coal-black, pop-eyed fish. Ideal for aquariums or small pools. **Medium size: 2 for \$2.00; 6 for \$5.50; 12 for \$10.00.** (Picture on page 28.)

SELECTED CALICO SHUBUNKINS: (Straight tails) Sometimes called "Rainbow Fish" because of their many different colors. Blue usually predominates. A magnificent strain. **Three to five inch breeders: 2 for \$2.00; 6 for \$5.50; 12 for \$10.00.**

No Pool is Complete with Water Plants Alone

KELLOGG'S PERFEX The Perfect Pool Fish Food

Feed every other day what fish will eat in 10 or 15 minutes.

1 Qt.—\$1.25.....3 Qts.—\$3.50

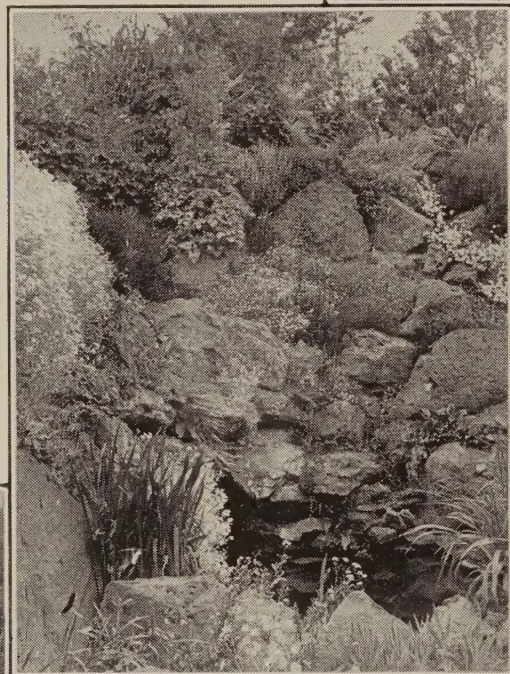
GIANT COMETS (6 to 8 inches, mostly about 8) Beautiful Comet-tail fish, with their long flowing tails (often as long as their bodies). These are the "prize" fish for the pool. **Pair, \$3.50; 5, \$8.25; 10, \$16.00.**

*"Come into the garden, friend, for we adore
it and wish to share its treasures with thee;
We feel did thee know its secrets and charms,
it would make thy world-worn soul carefree."*

—Lyman.



Wrong—Rocks overhanging each other, preventing moisture from seeping in to the roots of plants.



Nature's Rock Garden

The closer you simulate nature in making your rock garden, the greater its success. Mountain slopes, verdure covered ravines, sheer cliffs or alpine meadows are easily duplicated in miniature right in your own back yard. Their perfection will depend upon the discrimination used in arranging rocks, choosing and locating plants, and last but not least, avoiding the inclusion of everything obviously out of place in nature.

Avoid the all too common "museum" effects that feature gnomes, stone ornaments, cast-iron dogs, fancy seats, bird baths and numerous other curiosities. Fancy or "beautiful" rocks seldom "fit" in natural settings any more than do lumps of concrete or discarded paving.

Study these "natural" rock gardens, patterned after alpine masterpieces. Let them inspire you to make your rock garden as perfect as possible.

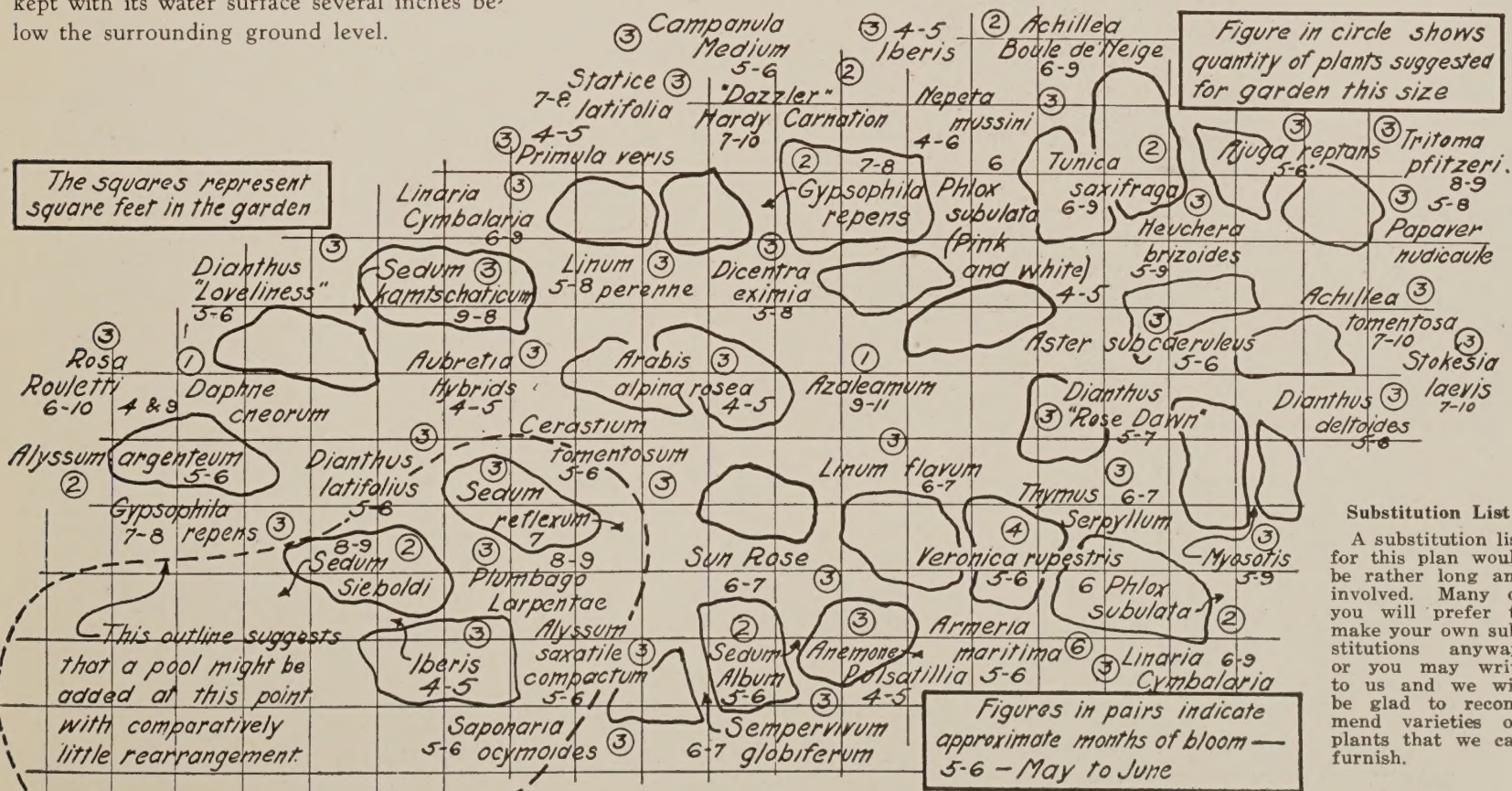
Rock plants love to send their roots down deep among the cool rocks.



On the Level

A rock garden on almost level ground is perfectly practical if you will be very sure that drainage is ideal. Follow the directions for sub-soil preparation given on page 26.

This plan is for a medium large garden using, on the average, three plants of a kind in most locations. A similar planting scheme using one and two plants of a kind could be used in a space a half or a third this size. Note especially that the season of bloom is well distributed. A pool as outlined should be kept with its water surface several inches below the surrounding ground level.





Pamela

(Left, above, including bud): A clear, rich heavenly blue of tremendous size, one of the largest of all lilies, ranking close to Missouri and Mrs. Whitaker in size. The truest blue lily we know of, very free flowering, beautifully shaped, and all-in-all one that will add greatly to your pool's beauty. A giant plant, \$3.50.

King of Blues

(Right, above): A magnificent very, very deep navy blue, almost like velvet — a very much deeper blue than picture shows. Purple-violet sepals. Originated only very recently by the producer of our lilies. We believe this is the finest deep blue lily in existence. Supply limited. Order early. A giant plant \$3.50.

The Heavenly Blues \$6.00

For this special price, you get the following:

1 Pamela	\$3.50
1 King of Blues	3.50
Total Value...	\$7.00

Special Price.....\$6.00

The whole world has been waiting for these two new blue Lilies. Order them for an unusual, envyprovoking touch to your pool.

Order of

Kellogg's

Three Rivers,
Michigan